THILIF MORRIS	MIN SEF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS	American Services
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MARLBORO+100 4 928 pg:21	7 7 	gape type adaed organ trak distributed had	N. M. M. M. 1811 1811 1818 1819 1819 1819 1819 181	 	OFP: "NEW STUFF":
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		SALEM+L # 414	pg:45	1	4-
		CAMEL 283	pg‡56	1	
MERIT+M # 640 pg:BC	45 45 			 	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
TOTAL CIGARETTE AI)S = 6	TOTAL	ADVERTISIN	G = \$1.	46,529

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Source: https://www.industrydocuments.ucsf.edu/docs/spyn0004

Magazine: HOT ROD Total Pages: 122 Immum: 3/00/84 MIN COMPETITIVE STZEZ PHILIP MORRIS COLOR REMARKS SEP ADS 1 INEMPORT 1 1 # 409 pg:20 IN/B I IWINSTON | # 455 pg:39 TOPP1 "FLAMES TO FAME" . 4 939 pg:57 1 1 I ISALEM+L 1 # 415 pg:64 TOPP: "9:1 ENGINES". PLAYERS 100+85M # 132 pg:73 | | CAMEL L | | # 441 pg:EC TOTAL CIDARETTE ADS = 6 TOTAL ADVERTISING =

Issue: 4/00/84		Total	Pagest	142
aus	MIN SEP		SIZE/ COLOR	REMARKS
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		CAMEL L+CAMEL # 458 pg:28	1144	and tree may been engined hid y year food been refer to the right been a fire park to the copy and the
MARLBORD+100 \$ 917 pg:40	1111			OPP: "BLOWER BASH".
		SALEM+100 # 428 pg169		11-111/- A. 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1
		WINSTON # 454 pg:79		
MERIT UL+MUL 149 pg:96	11.6	The state of the s		OPP: "THE OREAT PRETENDERS":
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Magazine: HOT ROD Total Pages: 148 Issue: 5/00/84 PHILIP MORRIS MIN COMPETITIVE SIZE/ ADS COLOR 1424 MARL+100+L+100L # 946 pg:20-3 L MOTENTUL ISALEM L+100L | # 222 pg:57 ICAMEL L I # 499 pg176-77 INEWPORT | | 4 417 pg:107 IN/B PLAYERS 100+85M 1401 # 135 pg:BC TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$288,234

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